

Principles of Managements

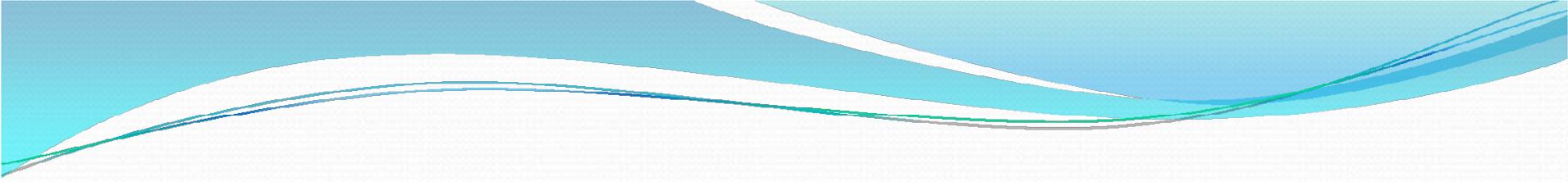
Class- BCA IInd Semester



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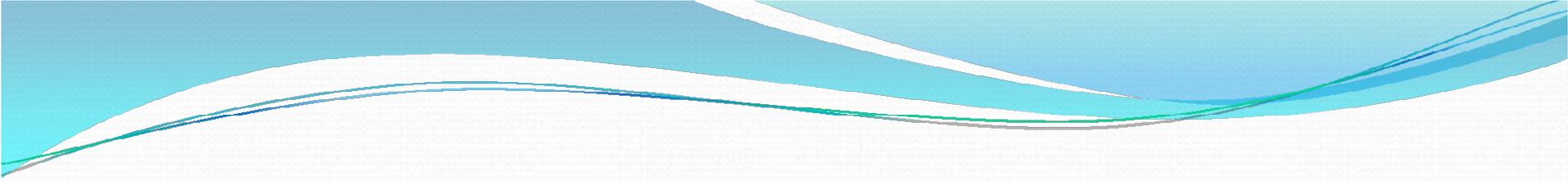
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Outline:-

Unit 3 - Function of Management: Part-1

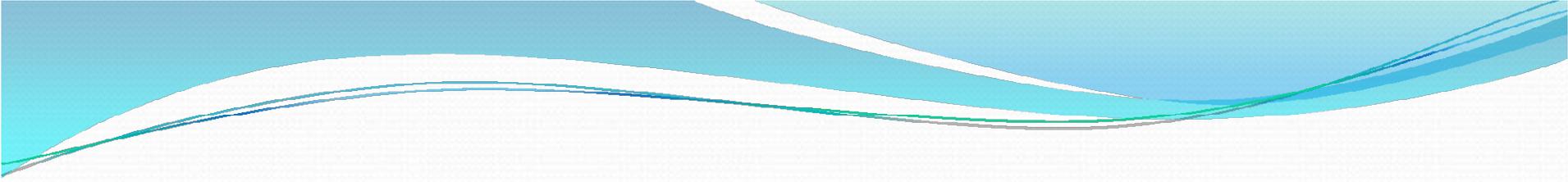
- Planning
- Forecasting
- Decision making
- Organizing
- Delegation of authority
- Staffing
- Direction
- Communication



Planning

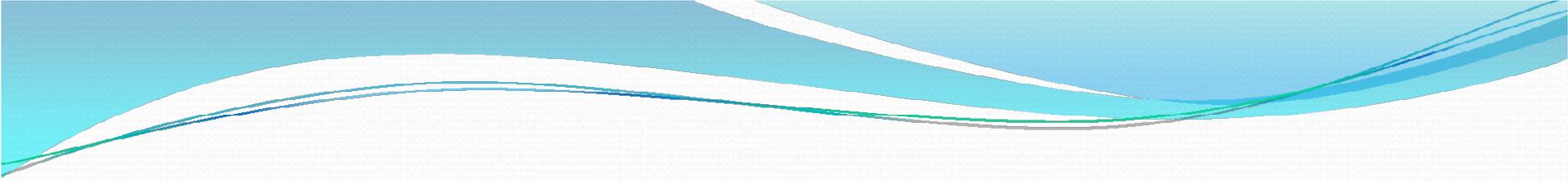
Planning is concerned with the determination of the objectives to be achieved and the course of action to be followed to achieve them. Before starting any action, one has to decide how the work will be performed and where and how it has to be performed. Thus, planning implies decision-making as to what is to be done, how it is to be done, when it is to be done and by whom it is to be done. Planning helps in achieving the objectives efficiently and effectively. Planning involves selecting of objectives and strategies, policies and programmes and procedures for achieving them

For any business activity, planning is a prerequisite for doing anything and also to ensure the proper utilisation of the resources of the business concern to achieve the desired goals. Plans can be classified into standing plans and single-use plans. Standing plans include objectives, policies, procedures, methods and rules and single-use plans include budgets, programmes, strategies and projects.



Forecasting

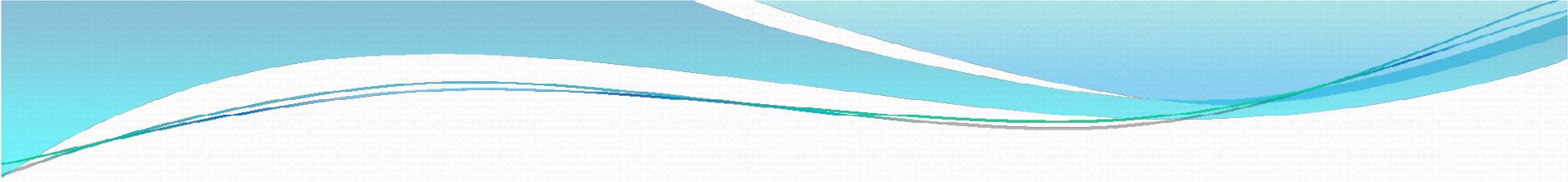
Forecasting is the process of projecting past sales demand into the future. Implementing a **forecasting** system enables you to assess current market trends and sales quickly so that you can make informed decisions about the operations. You can use **forecasts** to make planning decisions about:
Customer orders.



Decision Making

According to the Oxford Advanced Learner's Dictionary the term decision making means - the process of deciding about something important, especially in a group of people or in an organization.

As evidenced by the foregone definitions, decision making process is a consultative affair done by a comity of professionals to drive better functioning of any organization. Thereby, it is a continuous and dynamic activity that pervades all other activities pertaining to the organization. Since it is an ongoing activity, decision making process plays vital importance in the functioning of an organization. Since intellectual minds are involved in the process of decision making, it requires solid scientific knowledge coupled with skills and experience in addition to mental maturity.

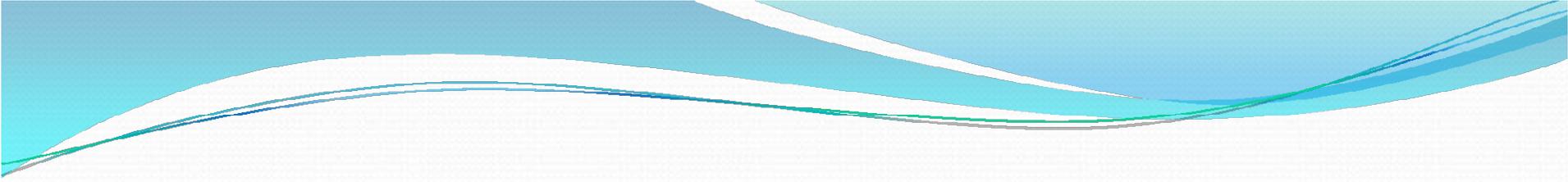


Organizing

According to Fayol, “to organise a business is to provide it with everything useful to its functioning — raw materials, tools, capital and personnel.” Thus, organising involves bringing together the manpower and material resources for the achievement, of objectives laid down by the enterprise.

Process:-

- Determining and defining the activities involved in achieving the objectives laid down by the management;
- Grouping the activities in a logical pattern;
- Assigning the activities to specific positions and people.
- Delegating authority to their positions and people so as to enable them to perform the activities assigned to them

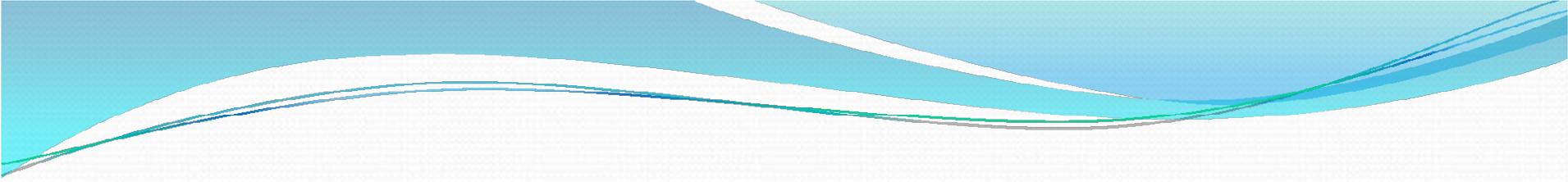


Delegation of Authority

Delegation of Authority means division of **authority** and powers downwards to the subordinate. **Delegation** is about entrusting someone else to do parts of your job. **Delegation of authority** can be defined as subdivision and sub-allocation of powers to the subordinates in order to achieve effective results.

Elements:-

- Authority
- Responsibility
- Accountability

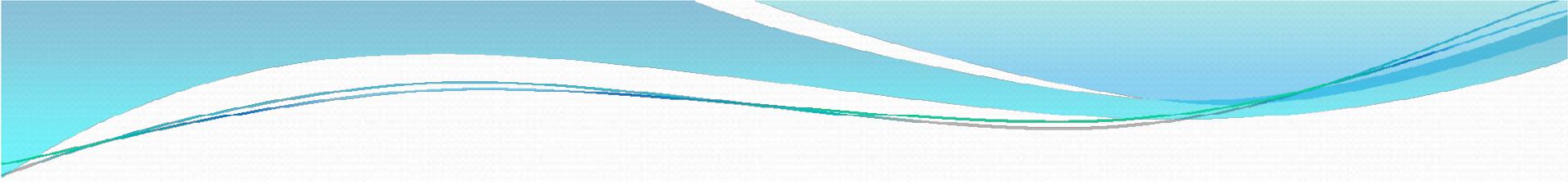


Staffing

Every enterprise is very much concerned with the quality of its people, especially its managers. The staffing function is concerned with this aspect of management. According to Harold Koontz and Cyril O' Donnell, "the managerial function of staffing involves manning the organisational structure through proper and effective selection, appraisal and development of personnel to fill the roles designed into the structure."

Process:-

- (a) Determining and defining the activities involved in achieving the objectives laid down by the management;
- (b) Grouping the activities in a logical pattern;
- (c) Assigning the activities to specific positions and people; and
- (d) Delegating authority to their positions and people so as to enable them to perform the activities assigned to them

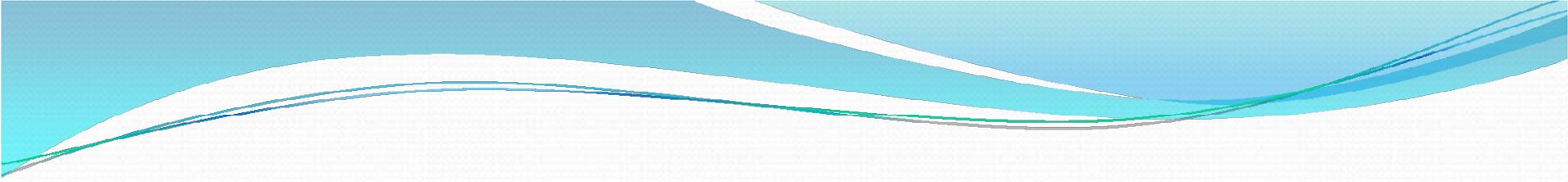


Direction

Controlling is related to all other management functions. It is concerned with seeing whether the activities have been or being performed in conformity with the plans. According to Haimann, “Control is the process of checking to determine whether or not, proper progress is being made towards the objectives and goals and acting if necessary to correct any deviation.”

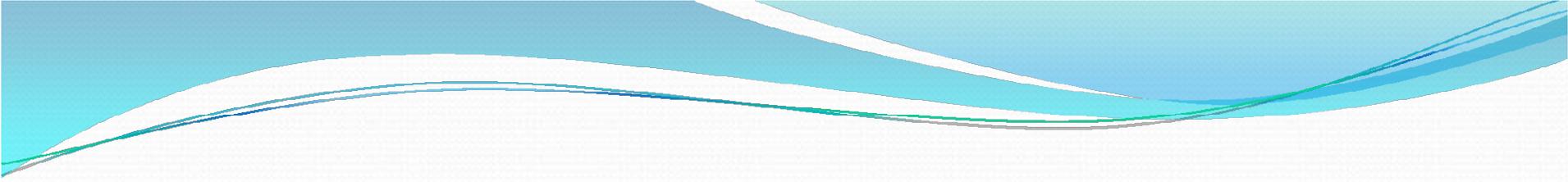
Function:-

- Determination of standards for measuring work performance.
- Measurement of actual performance.
- Comparing actual performance with the standards.
- Finding variances between the two and reasons for variances.
- Taking corrective actions to ensure attainment of objectives.



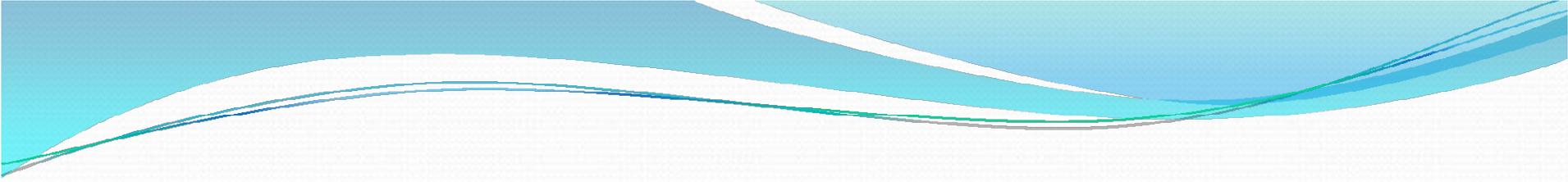
Communication

Communications management is the systematic planning, implementing, monitoring, and revision of all the channels of planning within an organization, and between organizations; it also includes the organization and dissemination of new communication directives connected with an organization, network, or communication technology. Aspects of communications management include developing corporate communication strategies, designing internal and external communications directives, and managing the flow of information, including online communication.



References

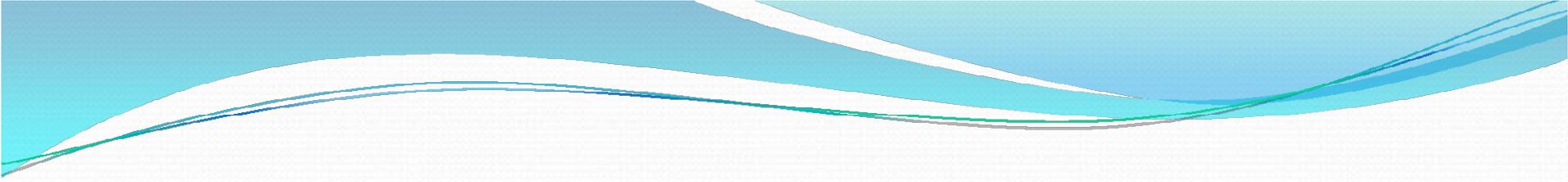
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Thank You